

CONTRACT



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>Contract / Revision</u> 941381 /		<u>Alt Order #</u> 06230224
<u>Product</u> AMERICAN CORSSROADS		
<u>Contract Dates</u> 09/18/12 - 09/27/12		<u>Estimate #</u> 691
<u>Advertiser</u> American Crossroads - Issue		<u>Original Date / Revision</u> 09/12/12 / 09/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WLWT	09/21/12	09/21/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,700.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$1,700.00			
2	WLWT	09/21/12	09/21/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	\$350.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$350.00			
3	WLWT	09/21/12	09/21/12	530-6p M-F news	530-6p		:30			NM	1	\$850.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$850.00			
4	WLWT	09/21/12	09/21/12	NBC Today Show	7-9a		:30			NM	1	\$1,500.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$1,500.00			
5	WLWT	09/24/12	09/24/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,700.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$1,700.00			
6	WLWT	09/24/12	09/24/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	\$350.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$350.00			
7	WLWT	09/24/12	09/24/12	530-6p M-F news	530-6p		:30			NM	1	\$850.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$850.00			
8	WLWT	09/24/12	09/24/12	6-7a news	6-7a		:30			NM	1	\$800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract / Revision</u> 941381 /		<u>Alt Order #</u> 06230224
<u>Contract Dates</u> 09/18/12 - 09/27/12	<u>Product</u> AMERICAN CORSSRO	<u>Estimate #</u> 691
<u>Advertiser</u> American Crossroads - Is		<u>Original Date / Revision</u> 09/12/12 / 09/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$800.00			
9	WLWT	09/23/12	09/23/12	Sports Rock	Sports Rock		:30			NM	1	\$1,400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$1,400.00			
10	WLWT	09/23/12	09/23/12	NFL Pre-Game	NFL		:30			NM	1	\$4,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$4,000.00			
11	WLWT	09/20/12	09/27/12	11-1135p M-Su	11-1135p		:30			NM	2	\$3,400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$1,700.00			
Week:		09/24/12	09/30/12	---1---				1	\$1,700.00			
12	WLWT	09/20/12	09/27/12	JUDGE JUDY EF	Judge Judy		:30			NM	2	\$700.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$350.00			
Week:		09/24/12	09/30/12	---1---				1	\$350.00			
13	WLWT	09/20/12	09/27/12	530-6p M-F news	530-6p		:30			NM	2	\$1,700.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$850.00			
Week:		09/24/12	09/30/12	---1---				1	\$850.00			
14	WLWT	09/20/12	09/20/12	6-7a news	6-7a		:30			NM	1	\$800.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$800.00			
15	WLWT	09/27/12	09/27/12	NBC Today Show	7-9a		:30			NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$1,500.00			
16	WLWT	09/18/12	09/25/12	11-1135p M-Su	11-1135p		:30			NM	2	\$3,400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$1,700.00			
Week:		09/24/12	09/30/12	-1-----				1	\$1,700.00			
17	WLWT	09/18/12	09/25/12	JUDGE JUDY EF	Judge Judy		:30			NM	2	\$700.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$350.00			
Week:		09/24/12	09/30/12	-1-----				1	\$350.00			
18	WLWT	09/18/12	09/25/12	530-6p M-F news	530-6p		:30			NM	2	\$1,700.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$850.00			
Week:		09/24/12	09/30/12	-1-----				1	\$850.00			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
941381 /	06230224

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/27/12	AMERICAN CORSSROAD	691

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads - Is	09/12/12 / 09/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
19	WLWT	09/18/12	09/18/12	6-7a news	6-7a		:30			NM	1	\$800.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/17/12 09/23/12 -1----- 1 \$800.00												
20	WLWT	09/25/12	09/25/12	NBC Today Show	7-9a		:30			NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/24/12 09/30/12 -1----- 1 \$1,500.00												
21	WLWT	09/19/12	09/26/12	11-1135p M-Su	11-1135p		:30			NM	2	\$3,400.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/17/12 09/23/12 --1---- 1 \$1,700.00												
Week: 09/24/12 09/30/12 --1---- 1 \$1,700.00												
22	WLWT	09/19/12	09/26/12	JUDGE JUDY EF	Judge Judy		:30			NM	2	\$700.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/17/12 09/23/12 --1---- 1 \$350.00												
Week: 09/24/12 09/30/12 --1---- 1 \$350.00												
23	WLWT	09/19/12	09/26/12	530-6p M-F news	530-6p		:30			NM	2	\$1,700.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/17/12 09/23/12 --1---- 1 \$850.00												
Week: 09/24/12 09/30/12 --1---- 1 \$850.00												
24	WLWT	09/26/12	09/26/12	6-7a news	6-7a		:30			NM	1	\$800.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/24/12 09/30/12 --1---- 1 \$800.00												
25	WLWT	09/19/12	09/19/12	NBC Today Show	7-9a		:30			NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/17/12 09/23/12 --1---- 1 \$1,500.00												
N 26	WLWT	09/18/12	09/21/12	5-530p M-F news	5-530p		:30			NM	8	\$6,800.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/17/12 09/23/12 -TWTF-- 8 \$850.00												
N 27	WLWT	09/18/12	09/21/12	NBC Today Show II	9-10a		:30			NM	1	\$700.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/17/12 09/23/12 -TWTF-- 1 \$700.00												
N 28	WLWT	09/23/12	09/23/12	NFL Regular Season	NFL		:30			NM	1	\$10,000.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/17/12 09/23/12 -----S 1 \$10,000.00												
N 29	WLWT	09/22/12	09/23/12	Sa/Su 6-7a News	Sa/Su 6-7a		:30			NM	1	\$400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 09/17/12 09/23/12 -----SS 1 \$400.00												

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941381 /		06230224
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/27/12	AMERICAN CORSSRO	691
<u>Advertiser</u>		<u>Original Date / Revision</u>
American Crossroads - Is		09/12/12 / 09/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Totals											45	\$55,700.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/27/12	45	\$55,700.00	\$47,345.00
Totals	45	\$55,700.00	\$47,345.00

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Stephanie Maroney
do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

8/31/12	<i>Steph Mung</i>	703-299-1760
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

_____	_____	_____
Signature	Printed Name	Title